

NEWSLETTER OF THE ASSOCIATION OF KANSAS THEATRE

# the marquee • volume 12 • no. 2

Winter, 1985

## N·E·W Y·E·A·R·S



Funny thing about Kansas. Most of us who live here are descended from people who intended to pass on through. But they stayed. Too hard to go on. Too much pride to go back. Nothing's ever been easy for Kansans, and change is the hardest of all. "If it ain't broke, don't fix it."

Neighbors to Missourians, Kansans too want to be shown. Tied to the soil, we are pragmatic, rational, unromantic, funny, independent, and tough. We don't need "art." "Art" is for Easterners, city folk, sissies.

But show us a painting by Van Gogh, and we'll see a life we know. Let us hear a piece by Aaron Copeland, and we'll recognize the sounds of the prairies. Put Inge on the stage, and we will see ourselves. And through it all, laugh and cry and be moved.

Even if we don't want to call it what other people call it, we need it. We would miss it if it weren't there.

Now we don't believe in fixing things that ain't broke. But this thing that some people call "art" is broke. The people who know how to do it are growing old, and the young aren't learning how to do it.

So it's up to us who love it to fix it, and the place to do that is at school. Imagine every elementary teacher trained in creative drama-tics. Imagine a drama teacher in every junior high school. Imagine every high school English teacher trained in oral interpretation, and every high school theatre teacher trained in design. Imagine theatre departments bursting at the seams. Imagine a community theatre in every town in Kansas, and a professional theatre in every city.

Now imagine a chance to make that happen. Imagine three days to show Kansas what theatre is and can be. Imagine a time when you and everyone else in your community who loves whatever you call it can sit down with the people who have the power and make those dreams come true.

We know how to make dreams real, because that's our art. What we have to do is practice our art out there in the real world. We have to do what Kansans have always done when they couldn't go forward and they couldn't go back: reach for the stars.

Let us begin.

-- John Stefano  
1986 Convention Chair and  
AKT President-Elect



# TENTATIVE CONVENTION SCHEDULE

## Friday, February 14th:

- 11:30 - 4:00 Registration at Johnson County Community College (GED Building)  
 1:00 - 1:30 Opening Ceremonies JCCC Little Theatre (GED)  
 1:30 - 4:45 Workshops:  
 1. Stage Makeup - Dana Nye (President, Ben Nye of Hollywood)  
 2. Play-Making - Sam Smiley, Suzan Zeder, Jerry Proffit  
 (participation workshop for actors, directors,  
 playwrights, designers, audience members and  
 critics)  
 5:00 - 6:00 Exhibitors' Cocktail Party at the Doubletree Hotel  
 5:00 - 8:00 Registration at the Doubletree  
 6:00 - 7:15 Dinner on your own  
 7:30 - 11:00 Three performances:  
 1. Blue Horses (KU Theatre for Young People)  
 2. TBA (Senior Acting Program of the Barn Players, Overland Park)  
 3. Going to See the Elephant (Johnson Co. Comm. College Players)  
 11:00 - 1:00 Adjudication/response to the performances and Afterglow

## Saturday, February 15th:

- 8:00 - 11:45 Registration at Johnson County Community College (GED)  
 9:00 - 9:15 Opening remarks: President of JCCC and President of AKT  
 9:15 - 9:45 Keynote address: "What Is Art? (The Meaning of Life)" John Carey  
 (Executive Director, Kansas Arts Commission)  
 9:45 - 11:45 Performance of Medea by Olathe South High School, followed by  
 adjudication/response (Smiley, Zeder, Proffit)  
 11:45 - 12:45 Lunch at JCCC  
 12:45 - 1:15 Buses take us to Shawnee Mission South High School  
 1:30 - 3:30 Performance of The Wizard of Oz by Shawnee Mission South High School  
 followed by adjudication/response  
 4:15 - 4:45 Transition back to JCCC and then to the Doubletree  
 5:00 - 6:00 Exhibitors' Cocktail Party at the Doubletree  
 Registration open  
 6:00 - 7:45 Honors Banquet (ticket required). Keynote address: Stephen Kaagen,  
 Commissioner of Education of Vermont, introduced by  
 Harold Blackburn, Commissioner of Education of Kansas  
 AKT Outstanding Administrators' and Theatre Instructors' awards.  
 (Governor John Carlin has been invited to present the awards.)  
 7:45 - 8:15 Transition to Olathe South High School  
 8:30 - 10:00 Performance of And Sarah Laughed by special guest, COLLEEN DEWHURST  
 10:00 (approx.) Transition back to the Doubletree  
 11:00 - 1:00 Afterglow at the Doubletree (co-hosted by Salina Convention and  
 Visitors' Bureau and the Johnson County Arts Council)

## Sunday, February 16th:

- 8:30 - 9:30 Registration at the Doubletree. All sessions at the Doubletree.  
 9:00 - 11:30 THINK TANK Session. Keynoter and Facilitator: Carol Fineberg of CF  
 Associates, New York City  
 (This is where we build our action plans for enhancing current theatre  
 programming in our local school districts.)  
 11:30 - 12:30 Division Meetings  
 12:30 - 2:30 AKT Annual Meeting and Awards Luncheon. Keynote by COLLEEN DEWHURST.  
 Adjourn.

LET US BEGIN.

# CONVENTION INFORMATION

There are a number of special things about the 1986 Convention.

1. For the first time, we are offering 1 graduate credit, through Kansas University, to persons desiring such credit. CEU's are also available. For further information, contact Dr. Ron Willis at the KU Theatre Dept: 913/864-3381 after Jan. 15th.

2. We have been designated an "official event" of the Kansas 125th anniversary of statehood.

3. We have negotiated a sensational room rate at the Doubletree. \$39 for a single or double room; \$44 for triples or quads. Add \$10 for rollaway beds.

★CALL THE DOUBLETREE COLLECT to make your reservations: 913/451-6100. You must ★ make your reservations by January 31st. Tell them you are with AKT.

4. The Kansas Arts Commission has awarded us two full mini-grants for a total of \$1000, in addition to the basic program grant awarded last May (\$3000). John Carey, new Executive Director of KAC has been most helpful in planning this convention.

5. We have also received outstanding support from Dr. Harold Blackburn, KS Commissioner of Education, in getting

out publicity to the teachers and administrators all across the state. Ray Linder, music specialist with the State Dept. of Education, has also been very helpful.

6. The Salina Convention and Visitors Bureau, headed by John Ryberg, has made a major contribution to help underwrite the cost of Saturday night's Afterglow. John will be one of our hosts next year at our Convention and FACT Festival in Salina.

7. We have received financial assistance for Afterglow from the Johnson County Arts Council, thanks to Exec Lesle Frost and the Board of Directors.

8. We have made application for several grants to help underwrite the costs of bringing in our very special guest, Colleen Dewhurst, and our other honored guests: Dana Nye, Stephen Kaagen, Sam Smiley, Suzan Zeder, Jerry Proffit, and Carol Fineberg. We have never had such a line-up of presenters and resource people at any previous convention!

9. We are grateful to Jerry Snider, our host at Johnson County Community College, and to Teresa Stohs, Secondary School Chair, for their outstanding work in planning the events of the weekend.

10. We also appreciate the preparation of the five companies which will be performing for our pleasure and our learning.

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1986 AKT CONVENTION REGISTRATION FORM  
February 14-15-16, 1986  
Overland Park, Kansas

1. NAME (one person per form) \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY/STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE--Home: (A/C) \_\_\_\_\_ Work: (A/C) \_\_\_\_\_

2. REGISTRATION FEES \*\*\* MUST BE POSTMARKED BY FEBRUARY 1, 1986 \*\*\*  
After February 1st, a \$15 late fee will be added to all 3-day registration fees. We do not guarantee tickets to Ms. Dewhurst's performance for late registrants. After Feb. 1st, all remaining Dewhurst tickets will go on public sale and all extra tickets requested must be obtained through public channels. This requirement will be strictly observed.

You must be a current member of AKT to register for Convention unless you are a first time K-12 teacher-registrant. For such teachers, complimentary AKT membership is included in the 1986 Convention registration fee.

TYPE OF MEMBERSHIP	Circle appropriate fee			
	3-day Regis.**	Friday	Saturday	Sunday
Individual	\$45.00	\$20.00	\$35.00	\$20.00
Student or Senior	30.00	20.00	35.00	20.00
Sustaining Member/ANGEL	-0-	-0-	-0-	-0-
Spouse of AKT Member	35.00	20.00	35.00	20.00
Representative of AKT organization member (1 rep per org.) (ORG: _____)	35.00	20.00	35.00	20.00

\*\* Full registration includes: Friday workshops, exhibitors' cocktail party, Friday evening performances (3) plus adjudication and afterglow; Saturday keynote by John Carey of KAC, 2 performances plus adjudications, exhibitors' cocktail party, Colleen Dewhurst performance and afterglow; Sunday think tank session, awards lunch and keynote by Colleen Dewhurst. It also includes lunch and bus service on Saturday.

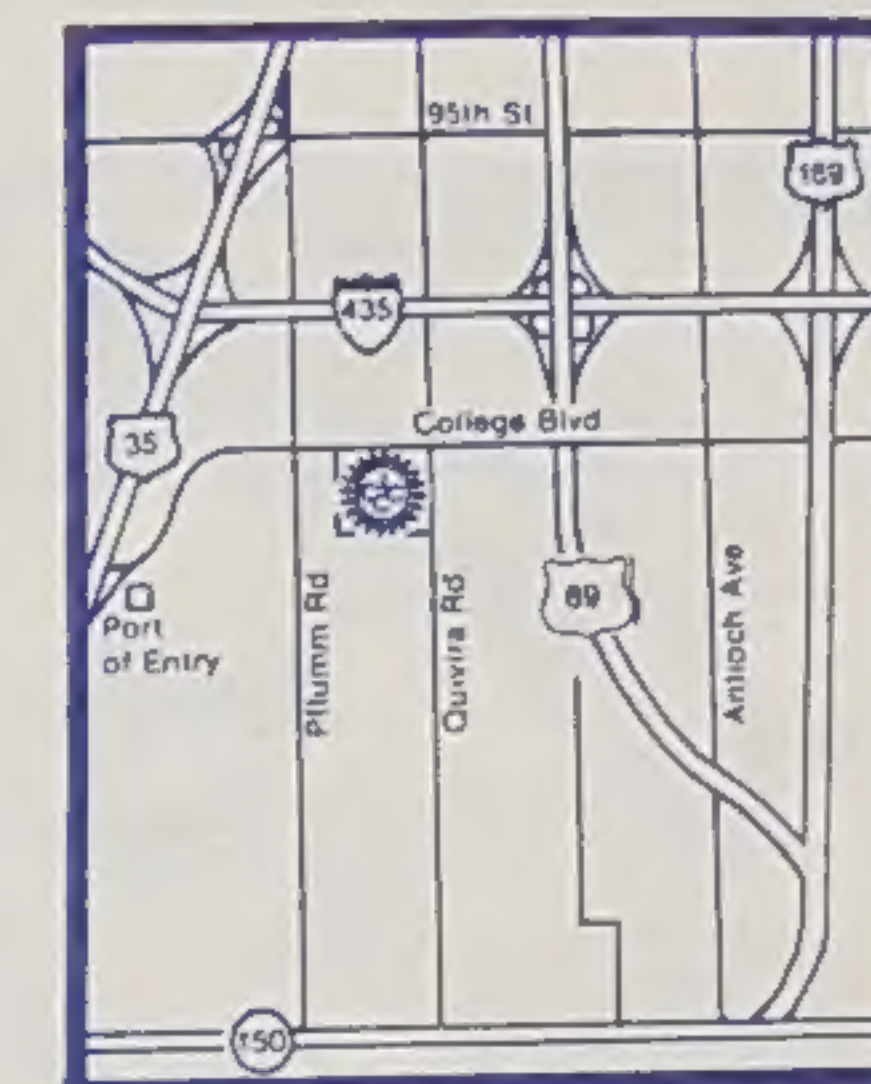
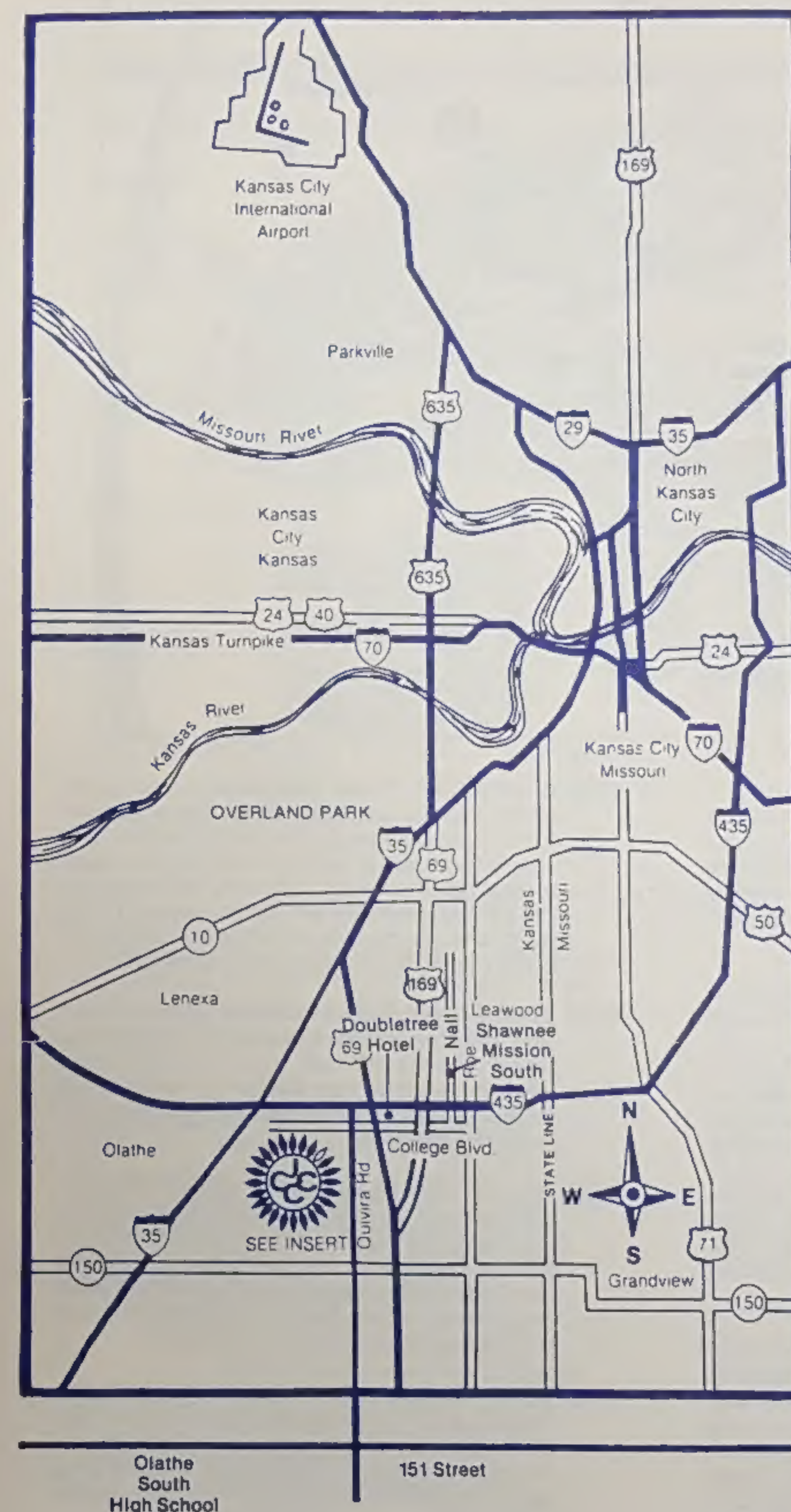
3. OPTIONAL MEAL  
All meal ticket purchases must be postmarked by 2-1-86  
Saturday honors banquet (\$14) # Tickets \_\_\_\_\_ Amount \$ \_\_\_\_\_

4. EXTRA TICKETS TO CONVENTION EVENTS # Tickets \_\_\_\_\_ Amount \_\_\_\_\_  
Friday evening performances (\$5) \_\_\_\_\_  
Saturday morning: MEDEA (\$3) \_\_\_\_\_  
Saturday lunch (\$5) \_\_\_\_\_  
Saturday matinee: WIZARD OF OZ (\$3) \_\_\_\_\_  
DEWHURST performance (\$15) \*\*\* LIMIT ONE EXTRA \*\*\* \_\_\_\_\_  
Awards lunch/DEWHURST keynote (\$15) \_\_\_\_\_

5. OTHER FUNCTIONS  
Please indicate if you plan to attend the following functions (no cost to convention registrants who are registered for the full convention or the appropriate day).  
Friday exhibitors party \_\_\_\_\_ Saturday exhibitors party \_\_\_\_\_  
Friday afterglow \_\_\_\_\_ Saturday afterglow \_\_\_\_\_  
Saturday a.m. performance MEDEA \_\_\_\_\_  
(Seating limited to first 350 registering)

6. SUMMARY OF FEES	Registration fee	\$ _____	
	Optional banquet	\$ _____	
	Extra tickets	\$ _____	
	1985-86 AKT Dues	\$ _____	TOTAL \$ _____

Make checks payable to AKT. Mail to: 1334 Lakeside Dr., Topeka, KS 66604. Phone: 913/232-7709. NO REFUNDS AFTER FEBRUARY 1, 1986.

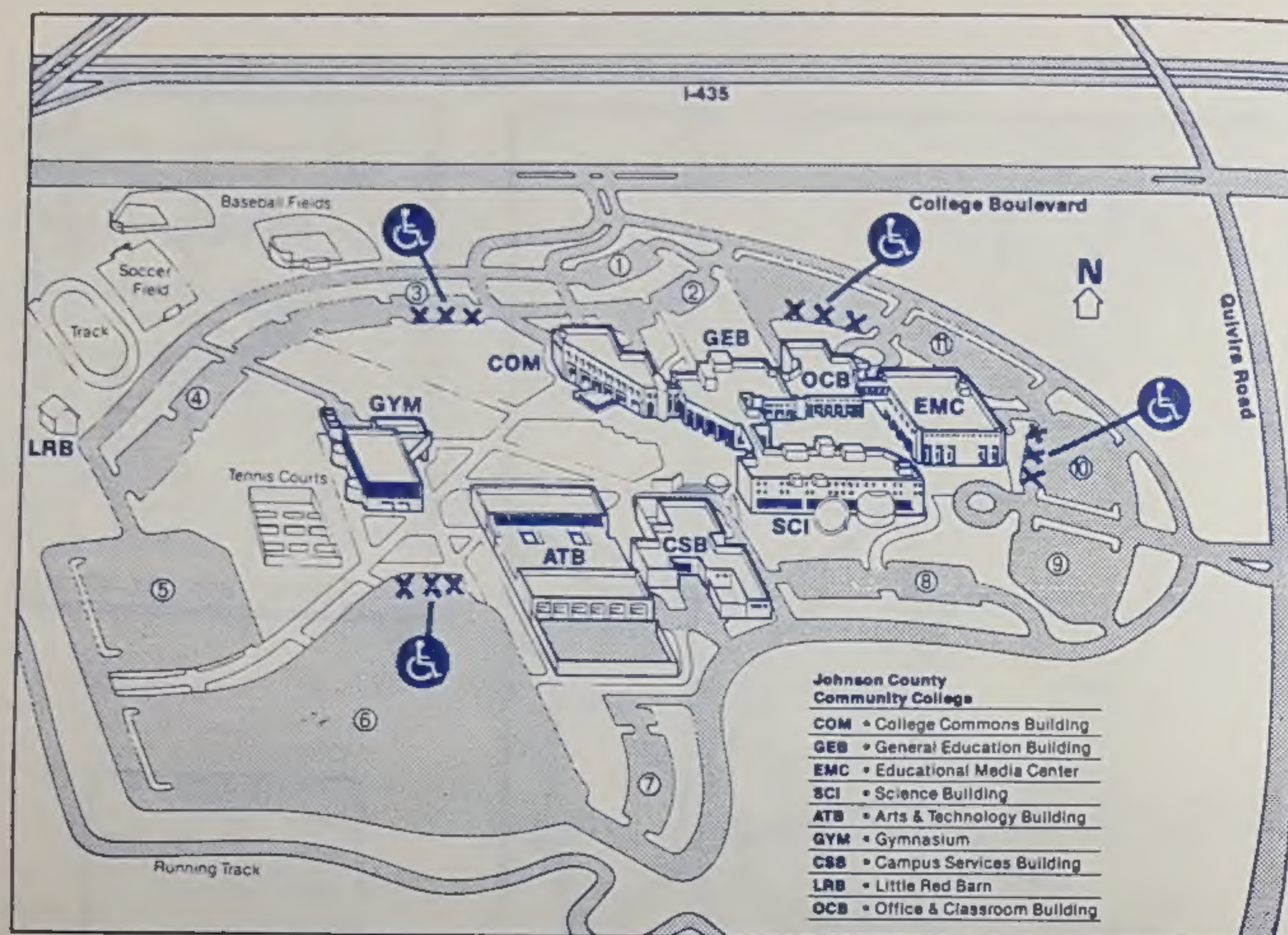


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	State Route

**JOHNSON COUNTY COMMUNITY COLLEGE**  
12345 COLLEGE AT QUIVIRA  
OVERLAND PARK, KANSAS  
66210-1299

The AKT Convention Hotel is the Doubletree. Our host site is Johnson County Community College\*\* WIZARD OF OZ will be performed at Shawnee Mission South High School. Colleen Dewhurst will perform at Olathe South High School. (\*\*primarily in COM and GEB--see map on back side of page.)





**ATB ARTS AND TECHNOLOGY BUILDING:** Arts programs, including drawing, painting, sculpture, ceramics, silversmithing and photography; gallery displays; technology programs, including energy technology and automotive technology; general classrooms; faculty offices; Engineering and Technology division office.

**CSB CAMPUS SERVICES BUILDING:** Security office; telephone communication center; housekeeping offices, maintenance office and shops; vehicle repair area; central warehouse; purchasing; air conditioning and electrical equipment room; printing, word processing and postal services; facility planning and management office.

**COM COMMONS:** Bookstore; food service; recreational facilities; lounges and meeting rooms; faculty offices; student information desk; Institutional research; special services; Foundation; Child Play Center.

**GEB GENERAL EDUCATION BUILDING:** Administrative offices; general classrooms; **lecture hall/little theater**; faculty offices; Business and Industry Institute; seminar rooms; admissions and records; business, human resources, and public information offices; counseling; career planning and placement; financial aid and veterans; testing center; Continuing Education and Community Services; Campus Ledger office; Information center; Community Conference Room.

**GYM GYMNASIUM:** Three basketball cross-courts which can be converted to an arena or auditorium; physical education facilities including weight room and wrestling room; general classrooms; faculty offices, minor first aid center for the campus; outdoor activities, playing fields, track and courts located adjacent to Gymnasium; Physical Development division office.

**EMC EDUCATIONAL MEDIA CENTER:** Library, production area for graphics, television and photography; faculty offices; general classrooms; electronics lab; Writing Center; Learning Center; language lab; commercial art; personal computer lab; math lab.

**OCB OFFICE AND CLASSROOM BUILDING:** Communications, Humanities and Social Science and Business and Economics division offices; general classrooms; data processing lab; music lab; hospitality management lab; Small Business Development Center; administrative data processing office.

**SCI SCIENCE AND TECHNOLOGY BUILDING:** - Natural and Health Related Sciences division office; general classrooms; labs for life science, chemistry, physics, EMT/EMICT and nursing; dental hygiene clinic; faculty offices; animal room; greenhouse; lecture halls.

# 1986 AKT AUDITIONS Wichita State University March 8, 1986

## Registration Form

NAME (one per form-- please print) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DAYTIME PHONE (Area Code \_\_\_\_\_) \_\_\_\_\_ EVENING PHONE (A/C \_\_\_\_\_) \_\_\_\_\_

TIME PREFERRED: Saturday morning \_\_\_\_\_ Saturday Afternoon \_\_\_\_\_

FEES -- Students (Name of school currently attending \_\_\_\_\_)

Current AKT Member (\$10) \_\_\_\_\_ Non-Member (\$18)\* \_\_\_\_\_

FEES -- Non-Students

Current AKT Member (\$10) \_\_\_\_\_ Non-Member (\$25)\* \_\_\_\_\_  
(\*AKT membership included in fee)

**DEADLINE** -- Registration must be postmarked no later than February 24, 1986. Include self-addressed, stamped envelope for confirmation of time slot. First received, first served. If no time slots are available, audition fee will be returned.

**MAKE CHECKS PAYABLE TO:** AKT -- and send to Joyce Cavarozzi, Wichita State University Theatre Department, Wichita, KS 67208.

## AUDITIONS INFORMATION

Auditions will be held at the Campus Activities Center Theatre on the campus of Wichita State University, from 9 to 4, on Saturday, March 8th.

**FORMAT:** Each auditionee should prepare a maximum of 2 minutes of material, including monologue(s) and/or song(s). Accompaniment will be provided. Please bring music in correct key. Dance auditions will be held at the end of the initial screenings. Call backs will be held following dance auditions.

### SUGGESTED MATERIALS:

1. A song (show tune, ballad, or up-tempo, or a "legit" standard)
2. A short dramatic reading (dramatic or humorous)
3. Some body movement

**DEADLINE:** Your registration form must be postmarked no later than Feb. 24.

**RESUMES:** All applicants should bring at least fifteen copies of their resumes and pictures to auditions.

**TECHNICAL APPLICANTS:** You must register for a time slot, using the form above. Send SASE for notification of time slot. Bring your portfolios and be prepared to present something visual and give a brief resume of your work. Remember you will have only 2 minutes to pique the interest of the theatres.

**QUESTIONS?** Contact Joyce Cavarozzi, WSU Theatre at 316/689-3363 or 3368 after January 15th. Or call Veda Rogers at 816/561-9116 evenings only.

**RATIONALE:** By separating auditions from convention, we hope students can have the benefit of both experiences. By scheduling auditions later in the spring, we hope students have additional time to prepare as fully as they wish.



## YOUNG PLAYWRIGHTS PROGRAM

Very Special Arts, formerly The National Committee, Arts with the Handicapped, is pleased to announce its Third Annual Henry Fonda Young Playwrights Program. Deadline for submission of scripts is March 1, 1986. Young writers between the ages of 12 and 18 are invited to submit a play dealing with some aspect of disability in contemporary society. One play will be selected for production at Kennedy Center in Washington.

### Guidelines:

- ° All scripts should address some aspect of disability in contemporary society
- ° Collaborations and group-written plays are eligible.
- ° Choice of style, form and length is optional.
- ° Scripts must be entirely written by one or more people who are under the age of 18 as of March 1, 1986.
- ° Film scripts and screenplays are not eligible, nor are adaptations of other author(s)' work.
- ° Receipt of play will be acknowledged and "certificates of participation" will be awarded to every participating playwright.

- ° Participants' scripts will not be returned.
- ° By participating in the program, each playwright grants to VSP the right to use the play in performances, including readings from and actual production of the play.
- \* SUBMISSION:
  - ° Scripts must be typed.
  - ° Playwrights must submit 3 copies of each play; scripts will not be returned.
  - ° The title page must contain the playwrights' name(s), date of birth, address and telephone number. (Proof of age may be requested.)
  - ° A short letter about the playwright(s) should be included.
  - ° Submit to: Henry Fonda Young Playwrights Program, Very Special Arts, Education Office, Kennedy Center, Washington, DC 20566. Questions? Call the Director of Program Development, VSA, 202/332-6960; TTY (202) 293-3989.
- \* ADDITIONAL SUGGESTIONS:
  - ° Avoid using a narrator, if possible. In theatre, the story is told through speech and action rather than description.

- ° Limit stage directions. They are useful, but too many can become confusing.
- ° Avoid too many characters. Too many characters can make the storyline very complicated.
- ° Keep in mind that whatever you write must be acted out in a limited space. Unlike film & television, theatre cannot switch easily from one elaborate setting to another.
- ° Use a printed play-script as a guideline to illustrate how a play is structured.



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(Editor's Note: AKT is the State Affiliate of the American Theatre Association. The following report to the ATA Executive Committee was submitted by the Task Force to Re-Structure ATA which was created during the ATA Convention in Toronto last August, a result of expressed dissatisfaction by the Division Presidents, on behalf of their constituents, in regard to the governing structure of ATA. The report was accepted by the Executive Committee of ATA on December 14, 1985 at their meeting in NYC. Gus Staub, Chair of the Task Force and President-Elect of ATA, will now develop the necessary by-law changes to submit to the ATA Board of Directors at their spring board meeting, and subsequently to the entire ATA membership in August at Convention in NY.)

## REPORT OF THE TASK FORCE ON RESTRUCTURE

### AMERICAN THEATRE ASSOCIATION

### INTRODUCTION

Charge: Contained in a motion passed at the August, 1985 Convention meeting of the Board of Directors: "The Board of Directors of the American Theatre Association commits itself to restructuring the American Theatre Association in such a way that the professional needs of the constituent associations are served and that the restructuring be accomplished by a special Task Force to be appointed by President Cook and to include one member appointed by each of the constituent associations, and according to a time line approved by the Board by Wednesday of this week."

Time and Place of Meeting: At the call of the chairperson, the Task Force met at the Sheraton Atlanta Airport Inn in five sessions from Thursday, September 12, 1985 through Saturday, September 14. All persons appointed to the Task Force were present for the entire series of sessions.

Membership: In accordance with the enabling motion, the following persons constituted the Task Force: President-Elect August Staub (Chairperson), Members at Large Ralph Allen, Orlin Corey, Ken Graham, Charlotte K. Motter, Vera M. Roberts and Willard Swire; Chief Regional Officer Robert Schanke; Divisional representatives Twink Lynch (ACTA) Beverley Byers-Pevitts (UCTA), William Rough (SSTA), Vanita Rae Smith (ATAA) and Lin Wright (CTAA). Chairperson Staub requested Past President Douglas Cook to attend and participate. Also present but not participating in the discussions were the following observers: Jim Carver, Winona Fletcher, Gil Lazier, Bea Miller, Barbara Salisbury Wills and J. Robert Wills.

Process: Under the leadership of Chairperson Staub, the group first identified the problems with the present structure, then proceeded to devise solutions. All points of view were heard, and all members of the group participated fully and freely. All recommendations were arrived at by consensus, it being understood that these recommendations have the full support and advocacy of every person who participated in formulating them.



Report: Although the various recommendations will necessitate changes in the ATA By-Laws, it was decided not to present them as By-Law revisions at this time, but for the sake of clarity and comprehensibility, as recommendations with indications, where applicable, of affected By-Law provisions. Each recommendation or set of recommendations is prefaced here by a rationale summarizing the consensus of the meeting on that point or points.

#### RECOMMENDATIONS

Divisions and Regions: The necessity for "course correction" was accepted by all present. The aim was to preserve the unity of ATA, while building in the importance of the divisions (associations) to the total structure. It was agreed that ATA does not exist solely to serve the divisions--that it has, as well, a larger mission. But the divisions, as constituent units of the total Association, i.e., the "heart of ATA," are central to its concerns, and different in concept and structure from the regions--both historically and operationally. The constituent associations are more like each other than they are like the regions, which vary widely in constituencies, programs and structures. The regions were established to foster grass-roots participation on the local level (and many do this very successfully); the divisions represent the professional profile of the discipline. In the interest of clarifying this distinction, the following recommendations are made:

Recommendation 1: That the Third item in the Preamble to the Articles of Incorporation of ATA be amended to add as purpose number one this statement: "1. enhancing the ability of the constituent associations to serve the needs of their members." This addition will require the re-numbering of purposes 2 through 8 in the present listing.

Recommendation 2: That since the divisions (associations) are the constituents of ATA, By-Law 14 (Divisions), Section A, be changed to read "A Division is a constituent unit of the Association. . . ." This change will clarify the central position of the divisions in ATA.

Recommendation 3: That By-Law 15 (Regions), Section A, be changed to read: "A Region is a unit of the Association consisting of organizations within a geographic area. . .", and that there be added to Section B "Regions, which may not be incorporated, though the same people and geographic area may be separately incorporated as a conference, shall be. . .", and that Section C read "to call for an annual meeting of the Chief Regional Officers." These changes will clarify that regions and divisions are not co-ordinate parts of the Association.

Recommendation 4: That ATA should require as a condition of membership the affiliating with at least one division. The first paragraph of By-Law 2 (Membership) should read: "All members of ATA shall select at least one division with which to affiliate," instead of the ambiguous phrase "carrying the privilege of designating one Division."

Governing Boards and Officers: After extensive discussion of the implications of the above philosophical position, and after hearing some wide ranging and disparate configurations for governance, it was decided that the present governance structure needed specific revision to reflect the positions stated in Recommendations 1, 2, 3 and 4. The group felt that it was desirable to maintain the Board of Directors as the legal entity of ATA, retaining its present powers and duties, but becoming more active in policy-making and more representative not only of its structural constituents, but of the membership-at-large. It was agreed that a smaller body, meeting more frequently, should be charged with the administrative oversight of Association business, and that the National Officers should be somewhat differently defined. Specifically, the group approved the following recommendations:

Recommendation 5: That the Board of Directors of ATA, in addition to its function as the legal entity of the Association, be charged with the creation of Association policy (through its own actions, through subcommittees, or through the present Commissions), and with review of the administrative actions of the smaller body (possibly through a special screening committee of its own devising). It is recommended that the Board meet annually at Convention and be constituted as follows: 6 national officers, 9 chief regional officers, 5 divisional presidents plus one divisional representative for every 500 members of the given division, including the divisional president who shall represent the first 500 (at present count the number would approximate 15; at no time could divisional representation--including the divisional presidents--exceed 50 per cent of Board membership), and 6 members-at-large selected from a slate proposed by the Board of Nominations. Thus, depending on the total membership of the divisions, the Board of Directors would have a minimum of 26 members, and a maximum of 42 members. By-Law 5 (Board of Directors) should be revised to show these changes.

Recommendation 6: That the present Executive Committee be replaced by an Administrative Committee that would handle the bulk of the administration of ATA and would meet as necessary (probably at least three times a year), and be constituted as follows: 6 National Officers, 5 Divisional Presidents, one Chief Regional Officer (elected from the nine on the Board of Directors), and one Member-at-Large (elected by the At-Large Members of the Board of Directors from their own number). Thus the Administrative Committee would consist of 13 members. By-Law 6 (Executive Committee) will need to be revised to reflect these changes.



Recommendation 7: That the Officers of the Association be reconstituted as follows:

(By-Law 20--Duties of Officers--is pertinent here):

President, chief elected executive, speaks for the Association, retains present listed duties, and adds responsibility for the National Office.

President-Elect, is primarily concerned with the formulation of policy (through the Commissions or other designed bodies): including planning and development.

Immediate Past-President, chairs the Board of Nominations.

Vice-President for Operations, is concerned with Association Programs and Committees, both standing and temporary. This officer does not chair any of these programs or committees (especially not Convention), but facilitates their work, and represents them on the Administrative Committee and on the Board.

Secretary, retains current duties and responsibilities and acts as Secretary (ex officio and without vote) to the Board of Nominations.

Treasurer is a position as currently described in the By-Laws.

Executive Director is the chief staff officer of the Association, serving under the provisions of By-Law 21 (Management). This officer shall staff and advise all meetings of the Association and its two chief governing bodies, in an ex officio capacity, without vote and without the capacity to make motions.

Finances: An area of concern extensively explored was that of finances. The discussion eventuated in the following recommendations presented as a consensus of the group:

Recommendation 8: That in adhering to By-Law 14 (Divisions), Section F (which reads "Each Division shall establish its own operating budget based upon its income and activity program subject to its operating code and by-laws.") it should be understood that each division is responsible for any deficit it incurs in any fiscal year. In addition, this should be amended to include "publications" The Task Force urges adherence to this section of the present By-Laws,

Recommendation 9: That a portion of each year's dues should be dedicated as the share for each Division. This dedicated portion may vary, but some dedication should obtain every year.

Recommendation 10: That the current Finance Committee (By-Law 10) should be replaced by a Finance Sub-Committee of the Administrative Committee, to be constituted as follows: The National Treasurer as Chairperson, and as members the Past President, the President-Elect and two divisional representatives on the current Administrative Committee, placed there by either election or rotation. The Committee may invite such advisors as it wishes to serve as consultants, and may, if it wishes, hold open meetings or hearings at the Annual Convention.

Nominations: It was the consensus that the Board of Nominations should be composed of a number of distinguished members of ATA who have already established themselves as former leaders, and of at-large members who represent a cross-section of the entire membership, and some who represent the current concerns of the Board of Directors. It is therefore recommended that By-Law 7 be revised to reflect the following:

Recommendation 11: It was the consensus that the Board of Nominations be constituted as follows:

one Past-President elected by all the past-presidents from among their number.

one representative from the College of Fellows elected by that body from among its members

three members-at-large, elected by the general membership from a slate of six prepared by the Board of Nominations, serving staggered terms

two members-at-large elected by the general membership from a slate of four prepared by the Board of Directors also serving staggered terms; nominees on the slate may not be members of the Board of Directors.

the National Secretary, ex officio, without vote, to maintain the records of the Board of Nominations.

By-Law Amendment: In the interest of clarifying language and procedures with respect to current By-Law 27 (Amendments), the following recommendation is made.

Recommendation 12: That By-Laws of the Association may be amended only by a vote at the Annual Business Meetings of the Association. Amendments may be proposed in two ways: (1) By action of the Board of Directors, or (2) By petition signed by at least 50 members of the Association. Proposed amendments to the By-Laws should be circulated to the membership at least 20 days before the Annual Business Meeting. Amendments require a 2/3 vote of those present at the Meeting in order to be ratified. Amendments may not be voted on by mail ballot. Note: There was some sentiment that the notification period be 60 days.

Other Recommendations: Additional recommendations were as follows:



**Recommendation 13:** That it be specified by By-Law 3 (Meetings and Voting) that elections be based on the majority of those responding to the mailed ballot.

**Recommendation 14:** That, in the interest of reducing procedural arguments, the President appoint an official Parliamentarian to serve through the term of that President. (An additional By-Law is indicated.)

**Recommendation 15:** That there be an additional By-Law to indicate that the Association shall be governed by Roberts Rules of Order wherever procedures and practices are not specified in these By-Laws.

**Recommendation 16:** That consideration should be given to consultations with the divisions in appointments to the Commissions, and that the Commissions might be conceived of as being ad hoc in nature.

**Note:** There was also strong sentiment that the first priority consideration of the new Administrative Committee should be given to ATA priorities and to Manuals of Rules and Procedures.

#### CONCLUSION

These recommendations are respectfully submitted to the Executive Committee for transmittal to the Board of Directors and to the general membership in the form of By-Law amendments at the next Annual Business Meeting. They have the strong advocacy of the Task Force, which feels that, in the aggregate, they achieve the "course correction" perceived by many members to be desirable and necessary.



Respectfully submitted,  
The Task Force  
August W. Staub, Chair  
Vera Mowry Roberts, Chair Drafting Committee  
Ralph Allen, At-Large  
Beverley Byers-Pevitts, UCTA  
Douglas Cook, Ex-Officio  
Orlin Corey, At-Large  
Kenneth Graham, At-Large  
Twink Lynch, ACTA  
Charlotte K. Motter, At-Large  
William Roush, SSTA  
Robert Schanke, CRO  
Vanita Rae Smith, ATAA  
Willard Swire, At-Large  
Lin Wright, CTAA

#### RESOURCES

**WRITER'S CONTESTS** is a new monthly newsletter which will include the latest news on the hundreds of writing contests and competitions now being held across the country, and which will feature a complete listing of upcoming contests (poetry, fiction, playwriting, journalism) including entry forms and contest rules; who's offering top cash and publishing prizes; and tips from actual winners, judges, and contest sponsors. Subscription price is \$24 per year for 12 issues; 2-years for \$33. Write: Writer's Contests, Dept. 100, P.O. Box 52557, Atlanta, GA 30355.

**RINGLING BROS. AND BARNUM & BAILEY CLOWN COLLEGE** is looking for special young men and women who want to train in the art of clowning. No experience is necessary - only desire is required. Clown College is tuition free, and offers courses in clowning, make-up, acrobatics, juggling, comedic movement, improvisation, and other performing skills. For information, write: Ringling Bros. and Barnum & Bailey Clown College, P.O. Box 1528, Venice, FL 34284-1528.

**THE STAGE MANAGERS DIRECTORY**, 1984-85 edition, is the 2nd edition of the directory of professional stage managers. The Directory began as an idea of the Stage Managers' Association to provide employers a central source of information about stage managers. For information, write to Broadway Press, 350 W. 85th St., New York, NY 10024.

**HANDBOOK OF PUBLICITY AND PUBLIC RELATIONS FOR THE NONPROFIT ORGANIZATION**, with sample forms and publicity materials, by Robert H. Ruffner, is a new publication available from Prentice-Hall, Inc., Book Distribution Center, Route 59 at Brookhill Dr., West Nyack, NY 10995. Cost \$49.95. Among the topics discussed: The Role of Public Relations in the Nonprofit Organization; Identifying and Communicating with Different Constituencies; Creating Publicity with "Special Events"; Making Your Organization a Dominant Force in the Community; Putting "Profit" into the Nonprofit Organization; Planning for Growth and Prosperity; plus instructive case histories.

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CONGRATULATIONS TO RON WILLIS and the Cast and Crew of Twelfth Night! K.U.'s entry in the American College Theatre Festival has been chosen to perform at the Regional ACTF in Springfield, MO in January. Other plays chosen to perform are: *Crimes of the Heart* (Univ. of Iowa), *A Moon for the Misbegotten* (Univ. of Nebraska/Omaha) and *The 1940's Radio Hour* (Tarkio College, MO). In addition, three KU theatre students were chosen to compete for the Irene Ryan Acting Award: Martha Priest (Topeka), Phillip Schroeder (Olathe), and Mark Rector (Lawrence). BREAK A LEG TO YOU ALL!!

SHIRLEY HARBIN, past president of the American Community Theatre Association (ACTA) has written a letter to community theatre leaders requesting:

1. Please send in your recommendation to honor one of your members for volunteer service on a Service Honor Roll to be published in BRAVO! in 1986. The honor roll will honor individuals who have served community theatre as volunteers for more than 25 years and have been nominated by a community theatre member of ACTA. A certificate of recognition will be sent for presentation to each honoree. To nominate an individual for the award, documentation of service (on theatre letterhead) should be sent to: Shirley Harbin, 2735 W. Warren, Detroit, MI 48208.
2. Those theatres who have participated in FACT are requested by the Golden Anniversary (of ATA) Committee to send one (1) black & white photo and one (1) color slide of their production or their theatre building to Shirley Harbin (address above) to be used for BRAVO! Magazine and the August '86 New York Multi-Media Golden Anniversary presentation.

The Guthrie Theatre will swing through Kansas in February, appearing in Lindsborg (at the Lindsborg High School auditorium) on February 3rd at 8:00 p.m. Show is *Great Expectations*. Tickets are \$10. Call Becky Anderson: 913/227-3032 for tickets, or write the Lindsborg Arts Council, Box 6, Lindsborg, KS 67456.

BRAVO PROJECT FOR HIGH SCHOOL STUDENTS -- Here is your opportunity to discover the history of your Theatre Arts Department, and to share your roots and growth with other theatre devotees. The Michigan Theatre Assn and the Michigan Thespians invite you, the high school theatre student, to research and write about the history of your own high school theatre program. (This is for all high school students, not just Michiganders). Papers will be judged on 1) writing style, 2) narrative flair, and 3) degree of discovery of your theatre history. The five winning papers will be presented at the honors symposium in 1986.

Use the prescribed guidelines and enjoy discovering the history of your home theatre. You will be amazed by finding your future in your past.

**\* GUIDELINES FOR WRITING THE PAPER**

Use standard format for a formal paper. (Check the Modern Language Association of America--the MLA Style Sheet). Recommended length: 1 page of double spaced type per year of theatre existence. Bibliography, footnote page, and any charts and/or pictures are to be placed at the end of the text. All materials and photos must be black and white for reproducibility.

**\* INCLUDE A LEAD SHEET, INDICATING:**

- 1) School address and phone number
- 2) Student author's name(s) & address(es)
- 3) Advising faculty name(s) & address(es)
- 4) School principal
- 5) School district superintendent.

**\* TEXT SHOULD INCLUDE:**

- 1) History of performance seasons, citing unique and/or developmental features.
- 2) Facility development
- 3) Curricular and co-curricular growth.

**\* REMEMBER:**

Papers must be received by April 7, 1986  
Papers are not returnable.  
Permission for publication is given to the Michigan Theatre Association.

**\* MAIL PAPERS TO:**

BRAVO PROJECT (Shirley Harbin)  
2735 West Warren  
Detroit, MI 48208  
313/898-6340.  
(Feel free to call Shirley Harbin for additional information at the number above.)

HAPPY NEW YEAR!!

## communication briefings

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## BONUS ITEM

### How to Prepare A Public Relations Plan

By Anthony Fulginiti, APR  
Managing Editor

Like other planning efforts, the public relations plan begins with research and ends with research. Early research discovers audiences, messages and channels of communication. Later research evaluates how well the plan worked.

In between, the plan specifies a series of the "whats" to be done and the "hows" to get them done. It calls for special events, media relations, policy changes — whatever is necessary to reach the objectives. The plan begins with a chassis.

### Framing the PR Plan

■ **Goal:** The purpose for the plan. It might be crisis management, such as Tylenol faced. It might be a new product promotion, community relations campaign or persuasion campaign ("Buckle up for safety . . ." "Do your heart a favor . . ." etc.) It states the major aim in measurable terms.

■ **Objectives:** Planners break the single goal into objectives, each a part of the goal and all necessary to reach the goal. These are the "whats" to be accomplished. To keep track of them, planners simply label them with an easy decimal system. For example:

- 1.0 "Identify and profile target audiences."
- 2.0 "Assess media relations for the past year."
- 3.0 "Persuade 50 percent of employees to attend the first round of quality circles."

It's important to remember that objectives do not specify how the job will get done. They focus only on what needs doing.

■ **Strategies:** These are the "hows" or PR tools the planner creatively uses to fulfill the objectives. The size of the budget and scope of the job govern the number of strategies. Again, the decimal system keeps things in order. Each strategy receives a number to the right of the decimal. (You'll remember that the

number to the left identified the objective.) Here's what the items might look like:

- 1.1 "Conduct a communications audit."
- 1.2 "Interview 50 key communicators."
- 1.3 "Do a content analysis of media coverage for the past year."

In these examples, the strategies focus on a research objective (1.0 above) so all the strategies are proper research techniques. In other objectives, the strategies will correspond to the objective's purpose. For example, in 3.0 above, appropriate strategies might read:

- 3.1 "Develop and distribute a brochure to inform employees about the success of quality circles in other companies."
- 3.2 "Appoint circle leaders who are respected by their colleagues and who endorse the quality circle concept."
- 3.3 "Kick off the first round of circle meetings with an after-hours reception featuring the CEO of a major Japanese firm."

To be truly operational, however, the PR plan should divide into activities and tasks. First, consider the activities. For example, to "write a brochure" (3.1 above), a PR person needs to:

- 3.1.1 "Interview other firms that successfully use quality circles."
- 3.1.2 "Draft copy for management approval."

Then, divide each activity into tasks. For example, to "interview other firms" (3.1.1 above), a PR person needs to:

- 3.1.1.1 "Identify the firms for interviewing."
- 3.1.1.2 "Develop interview questions."
- 3.1.1.3 "Schedule the interviews."



The operations portion of the PR plan tells the PR manager three important things: Who will do the work? When will it be done? How much will it cost? There is no better way to estimate the cost of a PR plan than by costing out each task, and adding. (Notice how the decimal system keeps identifying which objective, strategy, activity and task the PR manager is considering.)

## Writing the PR Plan

■ **1. Include research.** Make certain that one or more early objectives focus on research. Identify target audiences and break those audiences into groups you can manage. Look for groups needing special messages or appeals and special channels. List these groups in priority order, so that when money or time becomes tight, you'll reach the important ones.

*Example:* Many hospitals today are appealing to specialized audiences for emergency rooms while they let some traditional audiences wait.

Consider the communications audit because it can focus on how successfully your organization communicates its identity to its audiences. (Note: Identity is your organization's mission, products, services, community citizenship, strengths, unique market position and perception of itself.) The audit can target audiences and messages for you.

■ **2. Select messages and appeals.** What do you want to tell your audiences (information)? How do you want them to feel about you (attitudes)? What do you want them to do (behavior)? As you write objectives, you'll see both your motives and your audiences' interests come together.

*Example:* Tylenol communicators wanted their audiences to trust new packaging safety features.

■ **3. Pick effective and economical channels** to reach your audiences. Don't rely only on traditional print approaches. Think personal communications, special events, community relations, etc. These are your strategies. Use a dual test for picking effective channels: Does my audience believe this channel? Does my audience use this channel? Rely on your earlier research and keep to your budget.

*Example:* Lawn services are using direct mail (and a free soil analysis) instead of newspaper advertising. Credibility is high.

■ **4. Evaluate your plan.** To prove the plan worked, include evaluation methods. Use focus panels, "before-and-after" tests of audience attitudes, counts of event attendance, content analysis of media hits, surveys, sales figures, staff self reports, letters to management, etc.

## Presenting the PR Plan

PR Plans have three parts. The background or case statement details the issues and problems leading to the goal. It refers to audiences, known demographic research, given organizational positions, obstacles, history, etc.

The second part sketches broad approaches to solve the problem or meet the challenge. It states and justifies the theme and specifies both the major target audiences and the effects on them.

The third or operational part states specific objectives, strategies, activities and tasks. It should also contain a Gantt (time) chart specifying when each strategy takes place.

Clients, managers and CEOs often request plans as proposals. To be persuasive, write the broad-approaches section (2) in the third person to give an air of objective necessity to the "whats." Write the operational section (3) in the first person to take credit for your creative research themes, and strategies.

Whether or not you are a veteran planner, before you write your next PR plan, read some award-winning campaigns such as the McNeil-Tylenol plan, which won a Silver Anvil Award from the Public Relations Society of America. (Other Silver Anvil plans are in the PRSA Library, 845 Third Ave., NY 10022.)

You'll be surprised how such reading can prime the "creative pump" and nominate you for some awards of your own.

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May 1985  
Volume 4, Number 7

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## MORE RESOURCES

CBS Educational and Professional Publishing, 383 Madison Ave., P.O. Box 5157, New York, NY 10017, has announced several new titles; among them: Theatre for Young People: A Sense of Occasion by Helene S. Rosenberg and Christine Pendergast; Scene Design and Stage Lighting (5th edition) by W. Oren Parker, Harvey K. Smith and R. Craig Wolf; and Fundamentals of Play Directing by Alexander Dean and Lawrence Carra (4th edition). Write for catalogue of publications.

A new employment directory for theatre professionals and students, REGIONAL THEATRE DIRECTORY, 1985-86, edited by Jill Charles, is now available. This publication offers specific information on hiring and casting procedures at 200 theatres across the country which run fall-winter-spring seasons. It covers Equity (LORT and LOA), non-Equity, and dinner theatres. Cost is \$8.95 plus \$1 postage. Write: Theatre Directories, P.O. Box 519, Dorset, Vermont 05251.

BY THE RULE: PARLIAMENTARY LAW MOTIONS MADE EASY by Lena La Nelle Hardcastle is available for \$12.95 plus \$1 postage from Stuart Books, P.O. Box 460081, Garland, TX 75046-0081. Based on the Rules of Gen. Robert, the book contains information re: the President's agenda, nominations and elections, bylaws and methods for amending them, procedure for introducing and taking action on motions, committees and their reports, minutes, and much more.

ACA (the American Council for the Arts) has a 1985 Fall/Winter Catalogue of publications. Write to: ACA Books, Dept. 24, 570 Seventh Ave., New York, NY 10018.

VOLUNTEER - THE NATIONAL CENTER, also has a current catalogue of publications of particular use to community theatres. Write for "Volunteer Readership 1985-86": Volunteer-The National Center, 1111 N. 19th St., Suite 500, Arlington, VA 22209. Or call: 703/276-0542.



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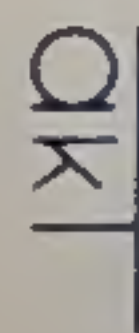
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Members are encouraged to submit information and/or articles about their work, special  
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